

MEDICAL ADVERTISING.

This age is said to be the age of advertising and every person appears to be imbued with the principle that he must advertise in order to push his business. The patent medicine men advertise their wonderful cures and the druggists also advertise their wonderful skill in compounding drugs, and even to prescribing for all the ills to which the flesh is heir. The doctor or regular practitioner appears to be an exception to the rule unless we include the specialists who are now as abundant as the patent medicine man. If a doctor changes his residence, he must not refer to his experience and years of practice in another field—nor say that general medicine includes the specialties, but a specialist can claim immunity and refer to his work on the eye, ear, nose and throat, or uterus, and claim by visiting certain hospitals in London or Edinburgh or New York that he has special qualifications for his work. This may be true and he may be a man of exceptional attainments, yet there ought to be a clearly defined boundary to show how far a man should go in this direction without violating the ethics of an old and honoured profession hitherto very conservative in its practices with regard to advertising. There are different ways of advertising. Some men get hospital nurses to advertise them, clever operations are noticed and it may be legitimate to carry the tidings from mouth to ear and thus advertise the operator, but he himself must not go to the press and even modestly invite the public to call upon him or say what his line of practice is. This may be all very well and quite honourable so far as the medical man is concerned but we find the profession have different views on the matter, and we think the different members of the profession might with propriety give expression to their ideas in the columns of the MARITIME MEDICAL NEWS as a means of procuring harmony of views.